

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: R.D. Ellis et al.

Attorney Docket No.: 130081

Application No.: 09/998901

Art Unit: 3622 / Confirmation No: 4144

Filed: November 29, 2001

Examiner: M. Bekerman

Title: METHOD AND SYSTEM FOR DYNAMICALLY INCORPORATING
ADVERTISING CONTENT INTO MULTIMEDIA ENVIRONMENTS

AMENDMENT AND RESPONSE TO NOTICE OF NONCOMPLIANT AMENDMENT

Seattle, Washington 98101

October 30, 2008

TO THE COMMISSIONER FOR PATENTS:

INTRODUCTORY COMMENTS

Please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of the claims, which begins on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.

LAW OFFICES OF
CHRISTENSEN O'CONNOR JOHNSON KINDNESS^{PLLC}
1420 Fifth Avenue
Suite 2800
Seattle, Washington 98101
206.682.8100